



Snack Festival

2021 Prospectus





Australia's Tastiest Event Series

Snack is a visual arts and live music event series showcasing Western Australian creative talent through immersive audio-visual experiences, lighting projections and shows, digital art and animation interspersed with musical and dance performances across spectacular stage setups with innovative production.

With an ability to integrate artforms, Snack provides a canvas for creative expression in many forms and has grown to become one of WA's most impactful events, drawing over 50,000 attendees since 2018 including NYE 2020 which had a direct economic impact of \$1M+.

The Story So Far

Jun 2018	Snack @ WA Day	3,000 Pax	Elizabeth Quay
Jun 2019	Snack @ WA Day	8,000 Pax	Burswood Park
Mar 2019	Snack @ The Court	1,750+ Pax	The Court Hotel
Nov 2019	Snack @ Sola Fest	3,000 Pax	Elizabeth Quay
Dec 2019	Ft. Tkay Maidza	4,500 Pax	Ice Cream Factory
Oct 2020	ShockOne + San Cisco	10,000 Pax	Claremont Showground
Dec 2020	New Year's Eve	10,000 Pax	Claremont Showground
Mar 2021	Tame Impala Sound System + Lime Cordiale	6,000 Pax	Metro City Perth



Snack Event Series

Striking a chord with a young audience, grew quickly from a free event, to a 10,000 person ticketed event, speaking to its strong brand vision and ability to deliver an engaging experience.

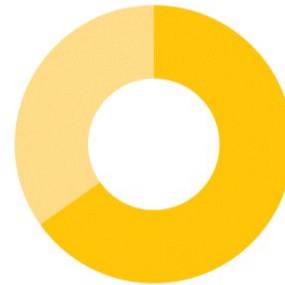


Audience Profile

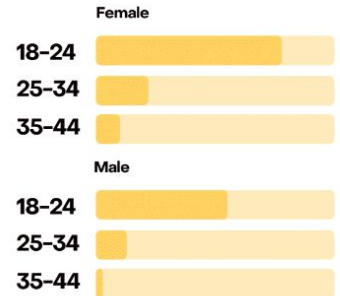
SNACK saw more than 25,000 people through its doors over summer. With a captive audience, plenty of repeat customers and a very clearly defined key demographic, the brand-building opportunities continue to be strong. SNACK amplifies the voice and energy of youth to an engaged and tech-savvy audience.



By Demographic



By Age



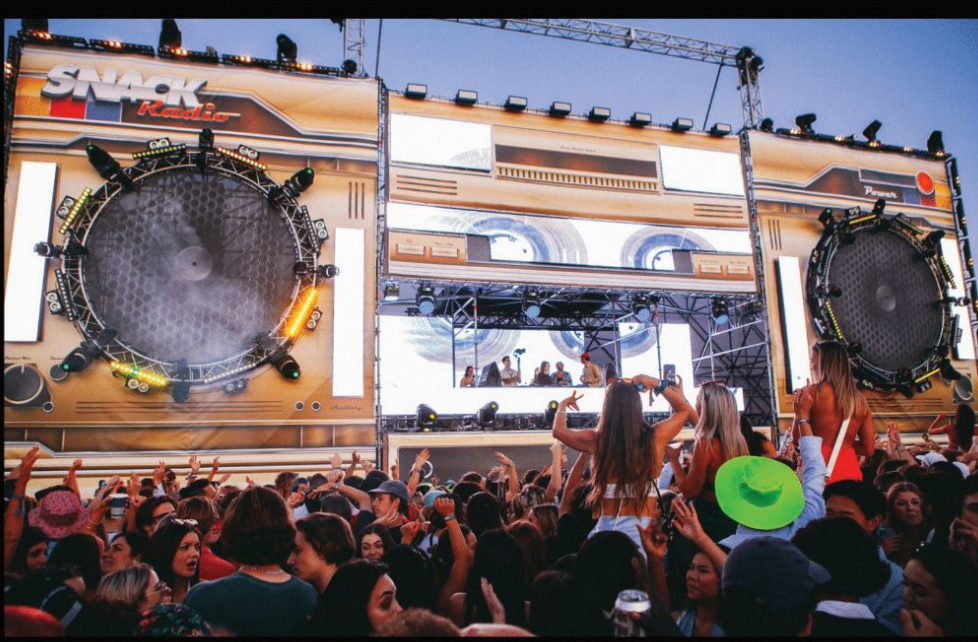




Snack Boombox



The SNACK Boombox stage is a 30m retro boombox replica that made its debut to a sold out crowd of over 10,000 patrons at Claremont Showgrounds in October 2020. The Boombox stage provides an incredible auditory and visual experience with over 100 led screens and flame towers allowing the stage to appear fully animated and alive. Local music legends including ShockOne and San Cisco have graced the stage with more shows under development for 2021.







Snack Spiderweb

The SNACK Spiderweb is a reimagined staging experience developed in response to COVID-19 restrictions with forbade stages that would encourage crowding. The innovation allows patrons to celebrate and dance together in a wide open field without drawing them together. The field of towers light up in a chorus of colour and flames, while powerful speakers provide complete surround sound, so that no matter your position, there is always atmosphere. Perth's best local DJ's played during the world-first debut of the Spiderweb at Claremont Showgrounds on New Year's Eve 2021.



Featured Artists



We're committed to working with a diverse mix of Australian live music talent. Here a sample of artists who have performed at our previous events.



Tame Impala Sound System

Tame Impala Sound System is a psychedelic music project from Australian multi-instrumentalist Kevin Parker alongside Dom Simper and Jay Watson, who made their world-first live debut at SNACK.



Lime Cordiale

Lime Cordiale are a rock group from Sydney, formed in 2009 by brothers Oli and Louis Leimbac. They received eight nominations at the 2020 ARIA Music Awards - winning Breakthrough Artist. They played two back to back sold out shows at the SNACK Weekender Series in Perth February 2021.



ShockOne

Karl Thomas, better known as ShockOne, is an electronic music producer and DJ from Perth. Since 2005 he has made a name for himself in the worldwide drum & base, dubstep and electro house scenes. In October 2020 he performed to a sold out crowd of over 10,000 on the SNACK Boombox Stage in Perth.



San Cisco ^{DJ Set}

San Cisco are an indie pop band from Fremantle, formed in 2009 by Jordi Davieson, Josh Biondillo and Scarlett Stevens. They have won seven WAM awards and have been nominated for six ARIA Music awards since their inception. They performed a headline DJ set on the SNACK Boombox Stage in October 2020.

FACTORY SUMMER FESTIVAL

IN ALPHABETICAL ORDER

ANNA LUNOE • BENSON
CASSIAN • CONFIDENCE MAN*
COSMO'S MIDNIGHT* • DIRTY SOUTH
ELISE KEDDIE • EXAMPLE • GRAACE
HAYDEN JAMES* • HERMITUDE DJ SET*
ILLY • JESS KENT • JESSWAR
LUCILLE CROFT • MOTEZ • NINA LAS VEGAS
NORTHEAST PARTY HOUSE
PEKING DUK DJ SET • THE PRESETS
RUEL • SHOCKONE • STACE CADET
TRIPLETT • VERA BLUE* • WHAT SO NOT

*BRISBANE ONLY *PERTH ONLY

BRISBANE
DECEMBER 11
→ DECEMBER 31

PERTH
MARCH 19
→ APRIL 05



Featured Artists



Tkay Maidza

Tkay Maidza is a Zimbabwean-born Australian singer-songwriter and rapper with a distinctive rhythm and flow. She headlined a sold out SNACK event at Ice Cream Factory Perth in Summer 2019 and blew crowds away with her incredible energy.



Peking Duk DJ Set

Iconic Australian dance duo Adam Hyde and Reuben Styles have a back catalogue of absolute bangers, many of which have gone platinum and received countless ARIA Awards since 2012. They lit up SNACK for 4 very special events in Brisbane and Perth from December 2020 - April 2021.



Benson

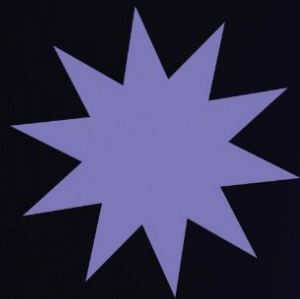
Benson has been tearing up the Australian dance circuit since 2014, earning millions of streams with his critically-acclaimed club anthems and multiple #1 hits on the ARIA Club chart. He joined Peking Duk for four unforgettable SNACK shows in Perth and Brisbane from December 2020 - April 2021.



Stace Cadet

Stace Cadet is an Australian record producer from Melbourne who has headlined shows around Australia and New Zealand and achieved three ARIA Club Track number 1s. He joined Peking Duk and Benson for an epic SNACK event at Factory Summer Festival Perth in March 2021.

2021 Outlook



Dec 31 2021	10,000 Attendees	Claremont Showground
Jan 29 2022	10,000 Attendees	Claremont Showground
Feb 26 2022	10,000 Attendees	Claremont Showground



2021 Event Lineup

3 Shows • 30,000 Capacity • Claremont Showgrounds

Claremont Showground is not only home to the annual Perth Royal Show, it is also the preferred venue for many concerts, fairs, exhibitions, sports and community activities. Conveniently located between Perth and Fremantle, the party potential is limitless with rolling greens, a massive oval and multiple warehouses.



For all enquiries please contact:

Nikita Miltiadou

nikita@ceagency.com.au

+61 431 636 929

**Thank
-You**

